



0-0-1-3

Developing A

Responsible Drinking

Culture



Why Are We Here?

- **Personal Responsibility**
 - **Zero tolerance for underage drinking**
 - **Zero tolerance for DUIs**
 - **Zero tolerance for irresponsible behavior**
 - **Developing the “Wingman” Culture**
 - **Becoming a part of the Airman Culture**
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Not Why We Are Here

- **Prohibition**
 - **New and creative forms of punishment**
 - **Hand-holding**
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What 0-0-1-3 Is Not

- **NOT solely an anti-DUI program**
 - Alcohol factors in all types of adverse effects
 - Most do not involve a vehicle

 - **NOT a media campaign**
 - Nat'l research shows message-only programs fail
 - 0-0-1-3 is one slogan / component
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What 0-0-1-3 Is Not

- **NOT a moral campaign**
 - This is a public health crisis
 - Translates into a readiness / public image problem

 - **NOT a quick fix**
 - Commanders must understand national research
 - If turned over to Community Action Information Board (CAIB) / Alcohol and Drug Abuse Prevention and Treatment (ADAPT) Program alone, it will fail
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Why This Issue

- **US Surgeon General: national health crisis**
- **Heavy drinking now starts as early as age 9**
- **We represent Society**
 - **Most recruits have years of drinking behind them**
- **Irresponsible behavior ruins lives and careers**
- **Subsequent discipline hurts readiness**

**IRRESPONSIBLE DRINKING = CLEAR & PRESENT
DANGER**



Why Do You Drink?

The ultimate stress reliever??

- **How much stress are you relieving by having a bender every Friday night?**
 - **Put more restrictions on your own time**
 - **Loose time that you are intoxicated**
 - **Lower productivity for 24-48 hours after binging**
 - **Scientifically proven that you mentally lose an entire academic grade level with regular drinking**
 - **Study harder / longer**
 - **Changes brain development (formative development through age 22)**
 - **Slowed motor skills**
 - **Reduced physical fitness-More PT to stay in shape**
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Why This Issue

- **Annually alcohol is a key factor in:**
 - **Traffic Fatalities 40%**
 - **Assaults 72%**
 - **Suicides 35-80%**
 - **Sexual Assaults 52-90%**
 - **Murders 50-76%**
 - **Spouse or Child Abuse 50-65%**
 - **Drowning 69%**

Derived from multiple sources

FIGHTING BAC!

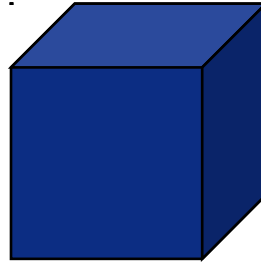


The Effect of Alcohol

- **Accounts for 50% of deaths for 18-24 year-olds / #1 Killer**
 - **Binge Drinkers: Up to 10 Times More Likely to**
 - **Be a victim or aggressor in physical or sexual assault**
 - **Experience serious accidental injury**
 - **Get into trouble with police**
 - **Engage in dangerous driving**
 - **Have unprotected & unplanned sex**
 - **Damage property**
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The Effect of Alcohol





Norms

WHAT IS A DRINK?



ONE 12 OZ. BEER
AT 4% ALCOHOL
(LOOK AT THE LABEL)



ONE 1.5 OZ. SHOT OF
HARD LIQUOR AT 40%
ALCOHOL OR 80 PROOF



ONE 5 OZ.
GLASS OF WINE
AT 11% ALCOHOL



College Norms

■ College Drinking

- National data on alcohol and college students:

- **81% of college students use alcohol**

- **43% are binge drinkers**

- 5 or more drinks in one sitting at least once in past two weeks

- **21% are frequent binge drinkers**

- 5 or more drinks in one sitting at least three times in past two weeks

- **31% meet criteria for a substance abuse diagnosis**



Norms

- **Binge Drinking**

- **How many drinks do you think is Binge Drinking?**
 - **How many drinks makes you...**
 - **Impaired?**
 - **Intoxicated?**
 - **A binge drinker?**
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0-0-1-3 is a Norm

■ Why 0-0-1-3

- “0-0”: Just restates the law
- “1”: Liver can only process 1 drink / hour
- “3”: Targets binge drinking
 - Binging is most dangerous form of abuse
 - 10X increase in negative consequences
 - Most research starts binging threshold at 4 drinks

KEEP BAC < .05



The B.A.C

- **0.03%** 1 drink/hr: relaxed, feeling of exhilaration
 - **0.05%** **Legally impaired in some states to operate vehicles or machinery**
 - **0.06%** 1-2 drinks/hr: feeling of warmth & relaxation, decrease of fine motor skills
 - **0.08%** **Legally intoxicated**
 - **0.09%** 2-3 drinks/hr: slow reaction time, poor muscle control, slurred speech, wobbly
 - **0.12%** 2-4 drinks/hr: clouded judgment, lessened inhibitions & self-restraint, impaired reasoning, well over legal limit
 - **Beginning of trend toward more serious negative consequences**
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The B.A.C

- **0.15%** **3-5 drinks/hr: blurred vision, speech unclear, unsteady walking, impaired coordination, possible blackout**
- **0.18%** **5-8 drinks/hr: behavior is totally impaired, trouble staying awake, numb**
- **0.30%** **8-13 drinks/hr: stupor or deep sleep**
- **0.40%** **11-15 drinks/hr: coma, probable death**
- **0.50%** **14-18 drinks/hr: death**

Still want to join the 21 shot club on your birthday?



Why Should I Care?

- **First and foremost:**
 - UNDERAGE DRINKING IS ILLEGAL**
 - AND**
 - IRRESPONSIBLE DRINKING IS STUPID**
 - **Punishment can and will effect active duty record**
 - **Restriction from jobs**
 - **PRP**
 - **FLY**
 - **Top Secret SCI**
 - **Training is not the only place alcohol use is restricted so get used to it!**
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What Was That?

- **Training is not the only place alcohol use is restricted so get used to it!**
 - **Restricted within 12 hours and during aircrew and PRP duties**
 - **Prohibited in many deployed locations**
 - **Along with many other comforts**
 - **Prohibited while on stand-by**
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Here's The Program

INDIVIDUAL LEVEL

- Pre-Screening Education
- Treatment • Discipline

BASE LEVEL

- Awareness
- Education
- Prevention
- Intervention

RESPONSIBLE
DRINKING
CULTURE

Integrated
3-Pronged
Approach

COMMUNITY LEVEL

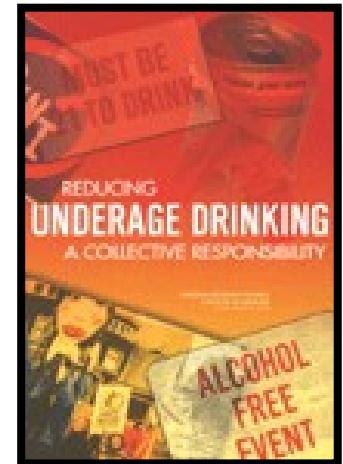
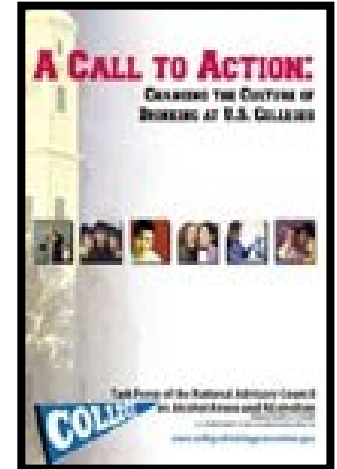
- Collaboration
- Responsible Alcohol Service
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Disciplinary



The Science Behind the Program

- **National Institute of Alcohol Abuse and Alcoholism, “A Call to Action: Changing the Culture of Drinking at US Colleges”, 2002**
- **Institute of Medicine, “Reducing Underage Drinking: A Collective Responsibility”, 2003**



**CROSSROADS: A RESPONSIBILITY TO ACT --
AN OPPORTUNITY TO LEAD**



Individual Level

- **PRE-SCREEN troops**
 - Nationally recognized Alcohol Use Disorder Identification Tool (AUDIT) given at FTAC / Right Start
 - Same tests used in colleges, USAFA, Sheppard, Misawa
 - Identifies those w/problems or disposition to alcohol misuse
 - **TREATMENT for serious alcohol abusers**
 - ADAPT tailored plans
 - **EDUCATION for anyone else who screened high**
 - Six-hour ADAPT class on coping, dangers, etc.
 - NOTE: ADAPT failure rate ~ 10%
 - NOTE: Treatment / education also part of response to an actual alcohol related incident
 - **DISCIPLINE w/ swift, public response to criminal behavior may include summary courts or public NJP**
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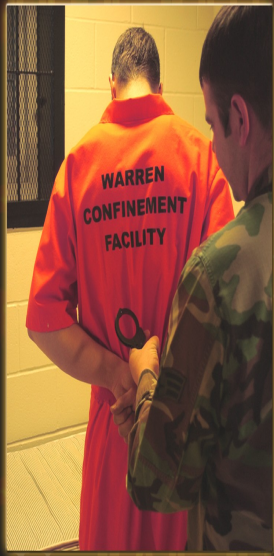
A Little Bit of Responsibility

- **Thinking about whether you will drink, what you will drink before the party**
 - **Being 21 or older**
 - **Eating a meal before drinking**
 - **Abstaining is the safest choice**
 - **Drinking no more than one drink per hour; maximum 3 for women, 4 for men**
 - **Always knowing what you are drinking**
 - **Alternating alcohol-free drinks throughout the evening**
 - **Knowing how you will get home safely before you go out**
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A Little Bit of Irresponsibility

- Not being of legal age to drink alcohol
 - Chugging, drinking games, shots (drinking anything out of a punch bowl, trough, hose, or funnel)
 - Drinking to get drunk (intoxicated)
 - Driving after drinking or riding with someone under the influence
 - Drinking too much or too fast on an empty stomach
 - Going to parties where people drink too much
 - Not knowing what is in your glass or leaving it unattended
 - Mixing alcohol with any medications or illegal drugs
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BAD CALL
0-0-13

DRANK 'TILL 2
at buddy's pad

Made out with
SOME CHICK

STOPPED
at the Front Gate

DUI
with a BAC .11

BAD CALL



0-0-13

FOUND GUILTY
of DUI and Rape

Received
REDUCTION TO E-1



FORFEITURE OF PAY
and Allowances

**DISHONORABLE
DISCHARGE**

BAD CALL

BAD CALL
Don't Make A



BAD CALL
0-0-13

she was there when
YOU ENLISTED

she's pinned on
YOUR STRIPES

she's got so much
INVESTED

how do you tell her
YOU JUST
THREW
IT AWAY

BAD CALL



0-0-13

getting car out of
IMPOUND: \$187

increase in annual insurance
PREMIUMS: \$4000



court costs of
PLEADING GUILTY: \$1296

NOT USING YOUR
DESIGNATED
DRIVER:

BAD CALL

BAD CALL
Don't Make A



ALCOHOL

**RESPONSIBLE FOR MILLIONS OF
UNPLANNED PREGNANCIES EACH YEAR!**

**It's About
DRINKING
RESPONSIBLY**



ALCOHOL

**HELPING PEOPLE EMBARRASS THEMSELVES
AT OFFICE PARTIES**

**It's About
DRINKING
RESPONSIBLY**



ALCOHOL

HELPING PEOPLE LOWER
THEIR INHIBITIONS

It's About
DRINKING
RESPONSIBLY



ALCOHOL

HELPING PEOPLE SEE THEIR DINNER
ONE LAST TIME

It's About
DRINKING
RESPONSIBLY

